

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strike through~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 2, 8-17 and ADD new claims 18 and 19 in accordance with the following:

1. (CURRENTLY AMENDED) A method for accepting a transaction reservation, comprising:

electronically presenting information on discount services defined for each time period, where each time period reflects temporarily changing conditions of the discount services to a plurality of customers and the discount services are determined based on calculation results of factors affecting the discount services;

electronically accepting information on the transaction reservation of discount services at a selected time period by a customer; and

performing a transaction according to the reserved discount services, when the visiting time of a customer to a shop, or the finish time of the transaction is included in the time period in association with said accepted information of the transaction reservation.

2. (CURRENTLY AMENDED) A method for accepting a transaction reservation of a transaction target from a plurality of terminal devices connected with a system for accepting transaction reservations, comprising:

determining terms for a transaction for each time period based on calculation results of factors affecting the transaction, where each time period reflects temporarily changing conditions of the terms for the transaction;

displaying the determined terms for the transaction via at least one of the plurality of terminal devices; and

accepting reservation of transaction of the transaction target based on the displayed terms.

3. (PREVIOUSLY PRESENTED) A method according to claim 2, wherein the

determination of the terms for a transaction comprises:

determining terms for a transaction based on the state of the transaction reservation.

4. (PREVIOUSLY PRESENTED) A method according to claim 2, wherein accepting reservation of a transaction further comprises:

confirming whether the reservation has been accepted.

5. (PREVIOUSLY PRESENTED) A reception method for deal booking according to claim 4, further comprising:

determining discount services for the reserved transaction, which has been confirmed to be accepted based on terms for the transaction; and

offering the determined discount services based on the confirmed reserved transaction.

6. (PREVIOUSLY PRESENTED) A method according to claim 3, wherein accepting reservation of a transaction further comprises:

confirming whether the reservation has been accepted.

7. (PREVIOUSLY PRESENTED) A method according to claim 6, further comprising:

determining discount services for the reserved transaction, which has been confirmed to be accepted based on terms for the transaction; and

offering the determined discount services based on the confirmed reserved transaction.

8. (CURRENTLY AMENDED) A system for accepting transaction reservation provided with a plurality of terminal devices, and an apparatus for accepting transaction reservation, connected with the terminal devices respectively, to accept reservation for a transaction of a transaction target, characterized in that

said accepting apparatus comprises:

a terms determination means for determining terms for a transaction of a transaction target for each time period based on calculation results of factors affecting the transaction, where each time period reflects temporarily changing conditions of the terms for the transaction; and

a transaction terms display means for displaying the terms for the transaction determined by the terms determinations means;

said terminal devices comprises:

an accepting means for accepting reservation application data which represents reservation application for a transaction of a transaction target based on the displayed terms; and

a transmission means for transmitting the reservation application data accepted by the accepting means to the accepting apparatus; and

where said accepting apparatus further comprises a storage means for storing received reservation application data, when the reservation application data is received.

9. (CURRENTLY AMENDED) An apparatus for accepting transaction reservation to accept reservation application for a transaction of a transaction target, comprising:

a terms determination means for determining terms for a transaction of a transaction target for each time period based on calculation results of factors affecting the transaction, where each time period reflects temporarily changing conditions of the terms for the transaction;

a transaction terms display means for displaying the determined terms for the transaction by the terms determination means; and

a storage means for storing the reservation application data which represents reservation application for a transaction of a transaction target based on the transaction terms displayed by the terms display means, when the reservation application data is input.

10. (CURRENTLY AMENDED) A computer-readable recording medium storing programs to make a computer accept reservation application for a transaction of a transaction target, said programs operations comprising:

causing a computer, to determine terms for a transaction of a transaction target for each time period based on calculation results of factors affecting the transaction, where each time period reflects temporarily changing conditions of the terms for the transaction;

causing a computer to display the determined terms; and

causing a computer to store reservation application data which represents reservation application for a transaction based on the displayed transaction terms, when the reservation application data is input.

11. (CURRENTLY AMENDED) A system for accepting transaction reservation provided with a plurality of terminal devices, and an apparatus for accepting transaction reservation,

connected with the terminal devices respectively, to accept reservation for transaction of a transaction target, characterized in that said accepting apparatus comprises a storage medium and a controller coupled to the storage medium, and capable of performing the following operations:

determining terms for a transaction of a transaction target for each time period based on calculation results of factors affecting the transaction, where each time period reflects temporarily changing conditions of the terms for the transaction; and

displaying the determined terms for the transaction;

said terminal device comprises a storage medium and a controller coupled to the storage medium, and capable of performing the following operations:

accepting reservation application data which represents reservation application for a transaction of a transaction target based on the displayed terms; and

transmitting the accepted reservation application data to the accepting apparatus; and the controller of said accepting apparatus is further capable of storing the received reservation application data in the storage medium, when the reservation application data is received.

12. (CURRENTLY AMENDED) An apparatus for accepting transaction reservation to accept reservation application for a transaction of a transaction target, comprising:

a storage medium; and

a controller coupled to the storage medium, and ~~capable of performing the following~~ operations including:

determining terms for a transaction of a transaction target for each time period based on calculation results of factors affecting the transaction, where each time period reflects temporarily changing conditions of the terms for the transaction;

displaying the terms for the determined transaction; and

storing the reservation application data which represents reservation application for a transaction of a transaction target based on the displayed transaction terms in the storage medium, when the reservation application data is input.

13. (CURRENTLY AMENDED) A method for accepting a transaction reservation for a transaction target from a plurality of terminal devices connected with a system for accepting transaction reservations, comprising:

presenting bargain data in relation to the transaction target , ~~where the bargain data~~

presented ~~reflects~~ reflecting temporary time dependent changes and based on calculation results of factors affecting a transaction in relation to the transaction target; and

accepting the transaction reservation for the transaction target via the system for accepting transaction reservations, and performing ~~a~~ the transaction in accordance with the transaction reservation.

14. (CURRENTLY AMENDED) A method for accepting a transaction reservation for a transaction target from a plurality of terminal devices connected with a system for accepting transaction reservations, comprising:

presenting bargain data in relation to the transaction target, ~~where~~ the bargain data reflects reflecting temporary time dependent changes and based on calculation results of factors affecting a transaction in relation to the transaction target;

accepting the transaction reservation for the transaction target via the system for accepting the transaction reservations; and

re-presenting bargain data based on the accepted transaction reservation for the transaction target.

15. (CURRENTLY AMENDED) An apparatus connected with a plurality of terminal devices for accepting a transaction reservation of a transaction target, comprising:

a terms determination unit for determining terms for a transaction of the transaction target for each time period based on calculation results of factors affecting the transaction, where each time period reflects temporarily changing conditions of the terms for the transaction; and

a display system for displaying the terms for the transaction, wherein transaction reservations are made via the plurality of terminal devices based on the displayed terms for the transaction.

16. (CURRENTLY AMENDED) A method for accepting a transaction reservation a system for accepting transaction reservations, comprising:

determining and displaying terms for a transaction based on varied time periods and calculation results of factors affecting the transaction, where each of the varied time periods reflects temporarily changing conditions of the terms for the transaction; and

accepting a reservation of the transaction for a selected time period, wherein the

reservation for the selected time period is accepted via the system for accepting transaction reservations when the selected time period is within the varied time periods reflecting temporarily changing conditions of the terms for the transaction.

17. (CURRENTLY AMENDED) A computer readable storage medium having a program stored therein to execute operations via a system for accepting transaction reservations, comprising:

displaying terms for a transaction correspondingly adjusted based on varied time periods ~~that reflect~~ reflecting temporarily changing conditions of the terms for the transaction and calculation results of factors affecting the transaction and accepting a reservation of the transaction for a selected time period, where the reservation for the selected time period is accepted via the system for accepting transaction reservations when the selected time period is within the varied time periods displayed.

18. (NEW) A method of accepting a transaction reservation for a transaction offered at a store, comprising:

defining factors to be considered in relation to the transaction to estimate a number of prospective customers to request the transaction offered at the store;

defining a discount service which is to be presented to customers when a difference between the number of prospective customers and a target number of customers is less than a predetermined number; and

displaying the defined discount service and accepting a reservation for the transaction based on the displayed discount service.

19. (NEW) A method of accepting a transaction reservation, comprising:

adjusting a discount for a transaction based on factors that affect a likelihood of an occurrence of the transaction; and

accepting the transaction reservation at the discount.